

Rep Order# 8879341
EC'd No

Ver# 1 Status New

Traffic Order#

Printed: 10/09/2012 1:39 PM
Last Received: 10/09/2012 1:26 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () NRSC / HELLER
Product NRSC/HELLER
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

NRSC/HELLER COORDINATED FUNDS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR THE NRSC/HELLER. PLEASE CONFIRM.
THANKS
STEFAN/MIKE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU | 900P-1000P | | :30 | \$2,100.00 | 10/16-10/16 | 2 | 1 | 2 | \$4,200.00 | |
| | | | | Buyline Comment: NCIS LA | | | | | | | | |
| | 2 | M | 1000P-1100P | | :30 | \$2,100.00 | 10/15-10/15 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | Buyline Comment: HAWAII 5-0 | | | | | | | | |
| | 3 | W | 800P-900P | | :30 | \$2,200.00 | 10/10-10/10 | 1 | 1 | 1 | \$2,200.00 | |
| | | | | Buyline Comment: SURVIVOR | | | | | | | | |
| | 4 | SU | 800P-900P | | :30 | \$7,350.00 | 10/14-10/14 | 1 | 1 | 1 | \$7,350.00 | |
| | | | | Buyline Comment: AM RACE | | | | | | | | |
| | 5 | F | 900P-1000P | | :30 | \$1,400.00 | 10/12-10/12 | 1 | 1 | 1 | \$1,400.00 | |
| | | | | Buyline Comment: JERSEY | | | | | | | | |
| | 6 | W | 900P-1000P | | :30 | \$2,500.00 | 10/10-10/10 | 1 | 1 | 1 | \$2,500.00 | |
| | | | | Buyline Comment: C MINDS | | | | | | | | |

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|-----|-----|-----|-------------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 7 | W-F | 200P-300P | | :30 | \$375.00 | 10/10-10/12 | 1 | 1 | 1 | \$375.00 | |
| | | | | Buyline Comment: THE TALK | | | | | | | | |
| | 8 | TU | 1000P-1030P | | :30 | \$325.00 | 10/16-10/16 | 1 | 1 | 1 | \$325.00 | |
| | | | | Buyline Comment: INSIDE ED | | | | | | | | |
| | 9 | TU | 1030P-1100P | | :30 | \$350.00 | 10/16-10/16 | 1 | 1 | 1 | \$350.00 | |
| | | | | Buyline Comment: ET | | | | | | | | |
| | 10 | W-F | 500P-630P | | :30 | \$500.00 | 10/10-10/12 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 11 | SA | 930A-1200P | | :30 | \$1,050.00 | 10/13-10/13 | 1 | 1 | 1 | \$1,050.00 | |
| | | | | Buyline Comment: ACC FOOTBALL | | | | | | | | |
| | 12 | SU | 800A-830A | | :30 | \$1,225.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,225.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 13 | SA | 500P-700P | | :30 | \$225.00 | 10/13-10/13 | 2 | 1 | 2 | \$450.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 14 | SA | 1135P-1235A | | :30 | \$95.00 | 10/13-10/13 | 1 | 1 | 1 | \$95.00 | |
| | | | | Buyline Comment: P PRACTICE | | | | | | | | |
| | 15 | SA | 135A-235A | | :30 | \$40.00 | 10/13-10/13 | 1 | 1 | 1 | \$40.00 | |
| | | | | Buyline Comment: C SQUAD | | | | | | | | |
| | 16 | W-F | 400A-459A | | :30 | \$20.00 | 10/10-10/12 | 1 | 1 | 1 | \$20.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 17 | W-F | 400A-459A | | :30 | \$25.00 | 10/10-10/12 | 1 | 1 | 1 | \$25.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 20 / \$24,705.00

---SALES MONTHLY TOTALS---

Oct 12: 20 / \$24,705.00
Sales Totals: 20 / \$24,705.00
Station Totals: 20 / \$24,705.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|----------|----------|---------|
| Market Totals | \$82,350 | CABL 0% | KLAS 30% | KSNV 40% | KTNV 25% | KTUD 0% |
| | | KVCW 0% | KVMY 0% | KVVU 5% | UNKN 0% | |

Books FEB11
Demos RA35+